

IN THE CLAIMS:

Claims 1 and 7 are amended herein. Claims 14-20 are cancelled without prejudice. Claims 22-28 are added. All pending claims are produced below. In addition, the status of each is also indicated below and appropriately noted as “Original”, “Currently Amended”, “Canceled”, “New”, “Withdrawn”, “Previously Presented”, and “Not Entered” as requested by the Office.

1. (Currently Amended) A method of inserting and integrating video data into a streaming digital medium over a communication network, the method comprising:
selecting a transaction for implementing video enabling services;
transmitting a digital form for a user to complete on a user computing device to a user on a user computing device a digital form;
receiving a completed digital form;
requesting the video enabling services to load a browser plug-in on the user computing device in response to receiving the completed digital form, the browser plug-in configured for video data recording;
receiving the video data recorded by the browser plug-in to a media vault;
storing a video token into a database in response to the received video data, the video token associated with the video data in the media vault and indicating the video data is associated with a web page displaying the video data.
2. (Original) A method according to claim 1, wherein the digital medium comprises a web page.

3. (Previously Presented) A method according to claim 1 further comprising presenting the digital form to the user in HTML format.
4. (Original) A method according to claim 1 further comprising using the browser plug-in to record video data.
5. (Original) A method according to claim 4, wherein the video data is recorded with a video camera.
6. (Original) A method according to claim 1, wherein the video token uniquely identifies the video data that is stored in the media vault.
7. (Currently Amended) A method of inserting and integrating video data into a streaming digital medium, the method comprising:

transmitting a browser plug-in and a digital form to the user, wherein the user is prompted to complete the form;

uploading the video data to a media vault upon the user completing the form;

storing a video token in a database, wherein the video token is associated with the video data and indicating the video data is associated with a web page

displaying the video data; and

transmitting the streaming digital medium to the user, wherein the video data associated with the video token from the media vault is inserted and integrated into the digital medium in response to a user request for the streaming digital medium.
8. (Original) A method according to claim 7, wherein the digital medium comprises an email.

9. (Original) A method according to claim 7 further comprising presenting the digital form to the user in HTML format.
10. (Original) A method according to claim 7 further comprising using the browser plug-in to record video data.
11. (Original) A method according to claim 10, wherein the video data is recorded with a video camera.
12. (Original) A method according to claim 7 further comprising importing video data from a memory of a computing device.
13. (Previously Presented) A method according to claim 7, wherein the video token uniquely identifies the video data that is stored in the media vault.
- 14-20. (Canceled)
21. (Previously Presented) The method of claim 1, further comprising:
transmitting to the user computing device the streaming digital medium including the
video data from the media vault, wherein the video token identifies and
requests the video data to be loaded from the media vault;
and presenting the digital medium and the video data on the user computing device.
22. (New) A computer program product for inserting and integrating video data into a streaming digital medium over a communication network, the computer program product comprising a computer-readable medium containing computer program code for:
selecting a transaction for implementing video enabling services;

- transmitting a digital form for a user to complete on a user computing device to a user
on a user computing device a digital form;
receiving a completed digital form;
requesting the video enabling services to load a browser plug-in on the user
computing device in response to receiving the completed digital form, the
browser plug-in configured for video data recording;
receiving the video data recorded by the browser plug-in to a media vault;
storing a video token into a database in response to the received video data, the video
token associated with the video data in the media vault and indicating the
video data is associated with a web page displaying the video data.
23. (New) The computer program product of claim 22, wherein the digital medium comprises a web page.
24. (New) The computer program product of claim 22 further comprising presenting the digital form to the user in HTML format.
25. (New) The computer program product of claim 22 further comprising using the browser plug-in to record video data.
26. (New) The computer program product of claim 22, wherein the video data is recorded with a video camera.
27. (New) The computer program product of claim 22, wherein the video token uniquely identifies the video data that is stored in the media vault.
28. (New) The computer program product of claim 22 further comprising:

transmitting to the user computing device the streaming digital medium including the video data from the media vault, wherein the video token identifies and requests the video data to be loaded from the media vault; and presenting the digital medium and the video data on the user computing device.